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U.S. Department of Agriculture  
JAN 28 1924

ELMER D. SMITH & CO.

Chrysanthemum Specialists

Adrian, Mich., U. S. A.

World-Known

CHRYSANTHEMUMS

For Every Purpose

1924

# TERMS OF SALE

Important—Read Carefully Before Ordering.

**QUOTATIONS:** The prices quoted are as low as can be made for strictly first-class stock and are for U. S. Currency. This list cancels all previous quotations.

**REMITTANCES** for all orders should be made by Postoffice, Express Money Order or Bank Draft. Canadian, Mexican and all foreign customers are requested to remit by Postoffice Money Order, which is not subject to discount like checks and other forms of exchange.

**FILLING ORDERS.** All orders are filled in strict rotation, carefully labeled, lightly and securely packed, and delivered to the carriers in good condition, free of charge. In case stock of certain varieties is exhausted, we reserve the right to decline the order. To partially avoid such action, place your order early, so that the plants may be set aside. Assist in prompt delivery by using order sheet.

**EXPRESS DELIVERIES.** When plants are preferred with the soil and roots intact, we usually forward by express.

**PARCEL POST DELIVERIES.** Many patrons prefer plants sent by Parcel Post, in which case the soil is removed and the roots wrapped in damp moss. Those who prefer this method of delivery, please add 10 per cent to the amount of the order to all points east of the Mississippi and 15 per cent to all points west of the Mississippi, also to Canada and Mexico, to cover postage.

**FOREIGN SHIPMENTS.** (Except Canada and Mexico), require special treatment, both as to condition of plants and method of packing to insure safe delivery. We ask such customers to add 25 per cent to amount of the order to cover this extra expense.

**CLAIMS FOR DAMAGE**—All claims for damages must be assumed and entered against the carrier by the buyer. Inasmuch as we have no control over the transportation agencies, we cannot be responsible for plants frozen in transit, or injured by delayed deliveries or rough handling.

**NO GUARANTEE.** While we exercise utmost care in executing all orders to keep our stock true to name, we give no warranty, expressed or implied, and cannot guarantee or be in any way responsible for the crop, either as to variety or product. If not accepted on these terms, they must be returned at once.

# Elmer D. Smith & Co.

*Adrian, Michigan*



RETAIL PRICE LIST

1924

# TO OUR PATRONS

It is with pleasure that we present to the public our 1924 catalog, for we feel that never before have we offered such a large variety of excellent chrysanthemums for every purpose.

Years of experience have taught us that only the best will survive all tests and it is with this in mind that we have devoted our entire attention to the better development of the chrysanthemum. The results have been most satisfactory and we are sure that all who give our stock a fair trial will agree that our efforts have not been in vain.

Trusting to be favored with your patronage which will be greatly appreciated, we are

Respectfully yours,

ELMER D. SMITH & CO.

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## KEEP THIS CATALOG FOR REFERENCE

This catalog is really a book of reference, giving the height the plants attain, and the best bud to reserve for the many sorts offered. Such information is eagerly sought each year, and especially so as the time for securing buds draws near. Every word in this catalog from cover to cover is worth reading and may throw light upon some subject important to the recipient.

## READ THIS BEFORE MAKING ORDER

Remember, we do not supply less than 5 plants at ten, and 25 at hundred rate. This does not mean 5 or 25 different varieties at ten or hundred rate.

For example: If ten rate is desired make order read 5 or more, Wm. Turner, 5 Elberon, 5 Odessa, etc. If less than 5 are ordered multiply number of plants by price quoted per each.

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## AWARDS OF RECENT EXHIBITIONS

Corneto was awarded first prize at St. Louis for the best 25 blooms, pink.

We were awarded first prize for the largest bloom at Indianapolis. Variety—Vermont.

We secured first premium on Louisa Pockett at St. Louis for the largest bloom in the show.

First premium at Indianapolis. 12 varieties—Vermont; Louisa Pockett; Cherokee; Mrs. Kershaw; Mrs. Alice Burke; Nagirroc; Nerissa; Mrs. Davis; Purple King; Glenview; Odessa; Elberon.

NEW  
AMERICAN CHRYSANTHEMUMS  
FOR 1924

ORIGINATED BY ELMER D. SMITH & CO.

**Exhibition Section**

DELIVERIES TO BEGIN ABOUT FEBRUARY 15



**MY MICHIGAN**—If there were not so many good yellows, we would have considered this a fine commercial. It matures the end of October and is larger than any of the commercial yellows at that time. From buds selected about September 10th the form is not so compact as here shown and the outer petals are reflexed. We consider it a good exhibition ( $8\frac{1}{2}$  to 9 inches in diameter) for early shows but will please many when grown commercially. A bright yellow and double from any bud. C. S. A. Certificate. Scored 91 exhibition scale.

Price \$2.00 each; \$17.50 per ten.



**CHEROKEE**—A light bronze which assumes a rosy tint under artificial light. Outer petals are irregularly reflexed while inner ones incurve showing a golden reverse. The upper portion of the petals are convex while the extremities are concave which gives them a spoon like appearance at the tips. In size it is a rival of Nagirroc and Vermont. Strong grower maturing the end of October. Reserve bud August 20th.

Price \$2.00 each; \$17.50 per ten. ———

There is constant improvement from year to year and it behooves those interested in chrysanthemums to keep in touch with the recent introductions.





ROSENA—A seedling from Nerissa but not so closely incurved and of a lighter or softer color. The surface of the petals is a bright rose approaching cerise while the reverse side, which predominates, is a soft pink. Good, strong growth maturing November 7th. Select bud August 30th. C. S. A. Certificate.

Price \$2.00 each; \$17.50 per ten.

Both earlier and later varieties as well as improvement in stem, foliage and color are making rapid progress each year. To be up to date some of these novelties should be included in every collection.

## INTRODUCTIONS OF 1923

The exhibition varieties are those employed by expert growers in the production of the enormous flowers displayed at Chrysanthemum Shows.

**CORNETO**—An exhibition variety of the size and form of Mrs. J. Leslie Davis and about the same shade of pink. This variety does not have the defect of producing flowers with mal-formed centers so characteristic with Wm. Turner and its sports. Reserve bud September 15th to 20th. Matures November 10th. Height 5 feet. It is also a valuable commercial variety. By planting late in July and selecting bud the end of September, it may be had for Thanksgiving and later.

Price 75 cents each; \$6.00 per ten; \$50.00 per hundred.

**J. R. BOOTH**—(Disseminated as Princess Nagako) A bright yellow sport from Nagirroc, possessing the same qualities as to size and form and requiring the same culture. Date of bud August 20th.

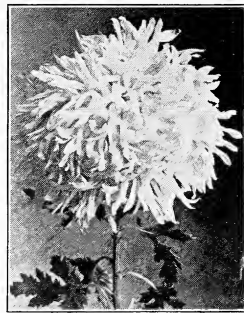
Price \$1.00 each; \$8.50 per ten.



Corneto



Majestic



Mrs. Alice H. Burke

**MAJESTIC**—Color, buff similar to Cheyenne. Of large size and equally suitable for exhibition or commercial purposes. It is vigorous and of medium dwarf growth. Petals are wide with pointed ends, forming a reflexed ball shaped bloom. Easy to manage. Matures October 25th. Select bud August 20th.

Price \$1.00 each; \$8.50 per ten.

**MRS. ALICE H. BURKE**—Owing to its large size, this variety will be very useful for exhibition purposes. Color white slightly tinged with pink. Matures first week of November from bud selected August 20th. One of the twelve varieties awarded first prize at the Indianapolis show.

Price \$1.00 each; \$8.50 per ten.

## New and Scarce Varieties

The following varieties are either new, scarce or difficult of propagation, which conditions govern the price.

25 cents each; \$2.00 per ten; \$15.00 per hundred.

Not less than five plants of a variety at ten; twenty-five at hundred rate.

**CORP. J. FRED PIPER**—An immense yellow incurved. One of the best Exhibition yellows. Date of bud, August 25.

**HARRY E. CONVERSE**—Growth vigorous, clean foliage, large blooms, petals crimson with golden bronze reverse, which is the predominating color. Semi-dwarf. Best bud September 5.

**KATHERINE TWIGG**—White tinted blush. Perfect from bud selected about August 15th.

**LOUISA POCKETT**—A new Australian variety of the purest white from early buds, and delicate pink from late ones; requires about the same culture as Wm. Turner. Date of bud, August 10th.

**MRS. E. KERSHAW**—A strong, tall growing variety, producing a large bloom. In color it belongs to the two toned class like H. E. Converse and W. H. Waite the upper surface of the petals being red and the reverse yellow or old gold. It is large enough to please any exhibition grower. Select bud August 25th.

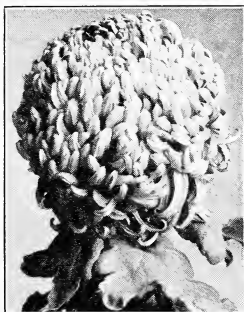
**MRS. H. S. FIRESTONE**—Very large bloom with a rigid stem and good foliage. Color chamois buff. An excellent variety. Date of bud, August 25.

**POCKETT'S CRIMSON**—Crimson with gold at tips of petals, which stand out, showing its color to good advantage. Dwarf. Date of bud August 10.

**REGINALD VALLIS**—A large Japanese, plum color with lighter reverse. Can be grown to enormous size with excellent finish. Tall. Date of bud, August 25.



Louisa Pockett



Mrs. H. S. Firestone



Rosanda

**ROSANDA**—(Introduced by us 1921.) A wonderful Exhibition variety equal to the best in size and of the easiest possible culture. Color, old rose; outer petals irregularly reflexing; center ones incurving. Maturing November 1st from buds selected September 10th. Also valuable as a commercial variety where large blooms are required.

**ROSE DAY**—Rose pink in color. Outer petals reflex, center ones incurve. Strong growth. Select bud about August 15th.

**SERGEANT WM. E. YOUNG**—Somewhat resembles Wm. H. Waite in color, only not quite as bright. Semi-dwarf, strong growth and blooms are of larger size. Bud August 15.

**VERMONT**—Flowers of an enormous size of large incurved type. One of the best pinks for exhibition purposes. Date of bud, August 10.



Vermont



Wm. Vert



William H. Waite

**WM. VERT**—Bright crimson of large size; form reflexed; growth strong. Semi-dwarf. Date of bud August 20.

**WILLIAM H. WAITE**—A very bright bronze, approaching crimson; strong growing and easy to manage. Date of bud, August 15.

**W. WOODMASON**—The largest red, not as bright in color as many of the crimsons, but its size enhances its value. Dwarf. Date of bud, August 5.

**YELLOW POCKETT**—A light yellow sport from Louisa Pockett and is identical in other respects. Select bud August 10th.

WE HAVE NO AGENTS, OUR CATALOG IS OUR SALESMAN

## STANDARD VARIETIES



We are aware some of the best blooms are produced from buds taken August 5th, but throughout the Middle West buds of most varieties, taken prior to August 15th, suffer from excessive heat and lack of moisture, and for this reason we secure our best results from those taken August 15th to 30th. Each grower must be governed by the conditions in his immediate locality, and may find it advantageous to take them earlier than dates given.

In determining the height, those which do not exceed 4 feet are designated as Dwarf; those which do not exceed 6 feet as Semi-Dwarf, and these growing taller as Tall. These deductions are only approximate from stock propagated in February.

15 cents each; \$1.20 per ten; \$10.00 per hundred.

Not less than five plants of a variety at ten; twenty-five at hundred rate.

**ADUANA**—(Introduced by us 1918.) A very large reflexed of exceptional dwarf growth, color a beautiful shade of pink. Buds should be secured by August 15.

**ARTISTA**—(Introduced by us 1916.) One of the largest exhibition varieties we have raised. White with a slight creamy tint in the depths of the flower. Date of bud, August 20.



Artista



Calumet



Cheyenne

**BEN WELLS**—One of the largest Exhibition whites. Dwarf. Date of bud, August 10.

**BLACK HAWK**—Dark crimson scarlet, style of Morel. An extra fine red for all purposes. Date of bud, August 25.

**BOB PULLING**—Very large, orange yellow, one of the best exhibition sorts. Easy to grow, producing beautiful foliage up to the flower. Dwarf. Date of bud, August 5.

**CALUMET**—(Introduced by us 1915.) The best exhibition bronze to date; rather early for late shows, but its large size, the high percentage of perfect blooms and its easy culture make it one of the best. Tall. Date of bud, August 25.

**CHAS. H. TOTTY**—Chestnut, with old gold reverse; an easy grower of large size. Semi-dwarf. Date of bud, August 10.

**CHEYENNE**—(Introduced by us 1919.) Color, distinct chamois or buckskin, of large size, maturing November 1st and later. Growth vigorous. Select bud August 25. This variety has commercial qualifications and when planted late will give double flowers for Thanksgiving.

**CHRISTY MATHEWSON**—(Introduced by us 1912.) A Japanese of largest size, eight inches in diameter and six and one-half inches deep. In early development it shows an eye, but continues to produce more petals day by day until the center is filled. Pure white. Strong, wiry stem. Semi-dwarf. Date of bud, August 15.

**ELBERON**—(Introduced by us 1913.) Bright pink, finest incurved form, beautiful foliage and good stem, easy to manage. Semi-dwarf. Date of bud, August 25.

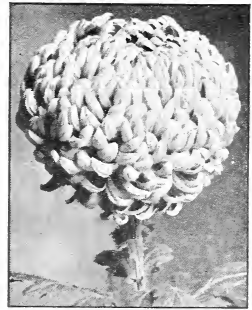
Smith's Chrysanthemum Manual leads to success. 75c post paid.



Elberon



Nagirroc



Nerissa

**FRANCIS JOLLIFFE**—An enormous flower, creamy yellow petals edged with a broad band of pink. Semi-dwarf. Date of bud, August 15.

**GEO. J. BRUZARD**—Wine red, broad florets. One of the largest for collections. Semi-dwarf. Date of bud, August 15.

**GLEN COVE**—(Introduced by us 1911.) Japanese, light lavender pink; few pinks excel this variety in size, and its sturdy stem admits of staging without supports. Semi-dwarf. Date of bud, August 20.

**GLENVIEW**—The large Japanese blooms are dark bronze, sometimes showing a little of the Indian red lining. It is also a good commercial bronze, giving double flowers from late buds. Semi-dwarf. Date of bud, August 30.

**GOLDEN ELBERON**—Identical with the original, or pink Elberon, in every respect except its color, which is yellow and is equally useful as a commercial variety. Date of bud, August 25.

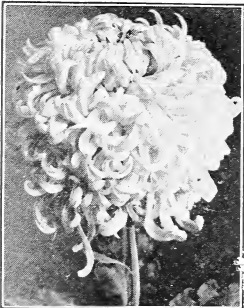
**LENOX**—(Introduced by us 1911.) Beautiful loosely incurved, and a bright, pleasing shade of yellow; many of our blooms are 9 inches in diameter and  $7\frac{1}{2}$  inches in depth; unexcelled for exhibitions. Semi-dwarf. Date of bud, August 15.

**MARIGOLD**—(Introduced by us 1915.) Unsurpassed in size and color, which is the brightest yellow. Maturing the last of October; is useful for early exhibitions. Semi-dwarf. Date of bud, August 20.

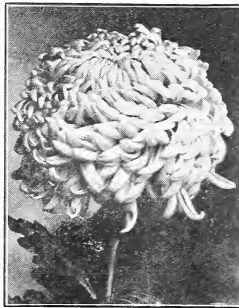
**MEUDON**—Dark pink. Its immense size makes it most acceptable for those interested in exhibitions, especially in the short-stemmed classes. Dwarf. Date of bud, August 20.

**MISS ANOLA WRIGHT**—(Introduced by us 1917.) Rose pink; eclipses Lady Hopetoun and Well's Late Pink in color, possessing a more rosy tint. A fine incurved of largest size; a strong grower with medium sized foliage. Date of bud, August 30.

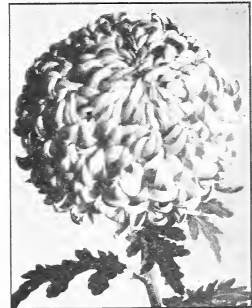
**MORRISTOWN**—(Introduced by us 1911.) Unsurpassed in size by any pink; long reflexing outer petals with incurved center. When seen at its best, it out-ranks any pink we know of. Semi-dwarf. Date of bud, August 10.



Naponee



Nakota



Odessa

**MRS. G. G. MASON**—Color distinct blood red with golden reverse; decided reflexed form; fine for collections. Semi-dwarf. Date of bud, August 20.

**MRS. J. LESLIE DAVIS**—A very pleasing shade of pink, a sport from Wm. Turner, and in every way identical except that of its color. Date of bud, August 30.

**MRS. O. H. KAHN**—A fine bronze; should not be overlooked by commercial growers. Dwarf. Date of bud, August 20.

**MRS. R. C. PULLING**—A light yellow of the largest size; especially adapted for exhibition use where large blooms are required. Semi-dwarf. Date of bud, August 10.

**NAGIROC**—An exceedingly large reflexed golden bronze, admirably adapted for exhibition purposes. Best bud August 15.

**NAKOTA**—(Introduced by us 1913.) Owing to its immense size has become very popular for exhibition purposes. Orange buff. Semi-dwarf. Date of bud, August 25.

**NAPONEE**—(Introduced by us 1918.) An irregular Japanese with long petals turning up or hooked at the ends, color, creamy white tinged pink. Date of bud, August 25.

**NERISSA**—(Introduced by us 1914.) Owing to its enormous size, fine form and finish, is conceded to be one of the best exhibition sorts. Color, rosy mauve. Strong upright growth with rigid stem. Well adapted for specimen plants. Dwarf. Date of bud, September 5.



Purple King



Yellow Turner



Silver King

**ODESSA**—(Introduced by us 1914.) A seedling from Merza, but much freer in growth and better in every way. Splendid incurved form, bright yellow. It eclipses all the yellows in size and finish. Equal to William Turner. Tall. Date of bud, August 30.

**PURPLE KING**—(Introduced by us 1918.) The nearest approach to purple, of the largest size, surpassing Reginald Vallis and Mankato. Is best from buds selected September 5.

**SILVER KING**—(Introduced by us 1915.) Large reflexed white; splendid for collections. Wonderful stem and foliage. Tall. Date of bud, August 25.

**SMITH'S CAMEO**—(Introduced by us 1918.) In form it is the most perfect incurved we have produced, is of large size and an exquisite shade of delicate pink. Date of bud, September 25.

**TITANIC**—(Introduced by us 1919.) Large white, even surpassing Odessa and Wm. Turner in this respect, which assures its popularity. Of the easiest culture, producing double flowers from any bud, but we consider August 20 to 30 the best bud.

**WELL'S LATE PINK**—A very pleasing shade of pink and of the largest size.

**WHITE ELBERON**—A white sport from Elberon. In other respects is identical. One of our best Exhibition varieties. Date of bud, August 25.

**WILLIAM TURNER**—A decided incurved of purest white; fine form and a strong grower, with clean foliage. Semi-dwarf. Date of bud, August 30.

**YELLOW TURNER**—This is a light yellow sport from the popular Wm. Turner and is equal to its parent in every respect. Semi-dwarf. Date of bud, August 30th.

# New American Chrysanthemums for 1924

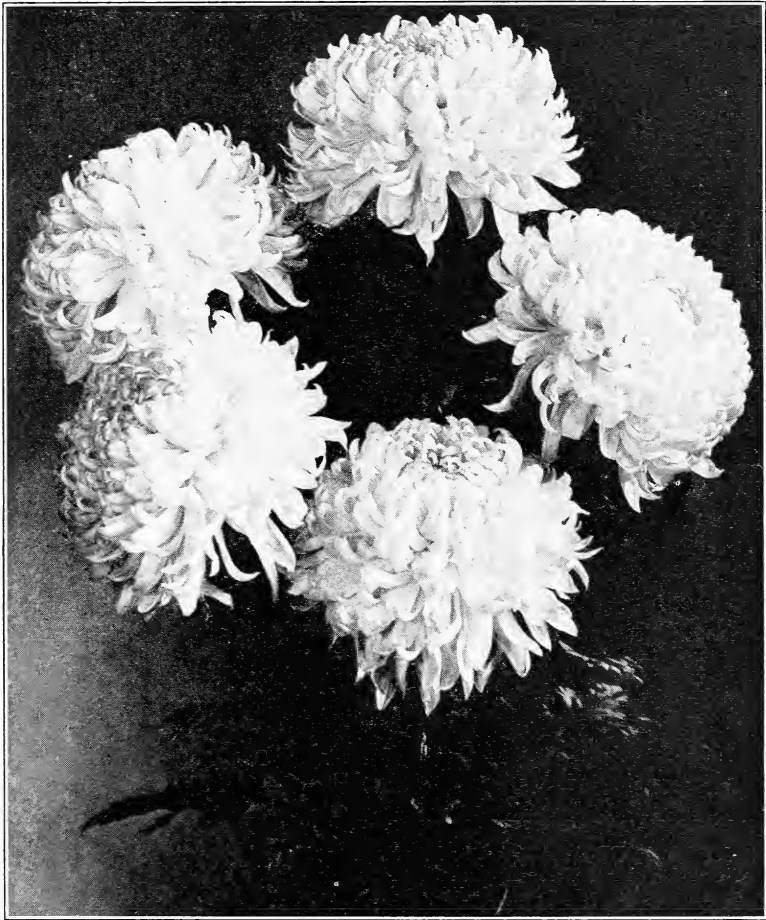
ORIGINATED BY ELMER D. SMITH & CO.

## COMMERCIAL SECTION

Those interested in commercial varieties should not fail to avail themselves of the following sterling Novelties. They surpass existing kinds in their respective season.

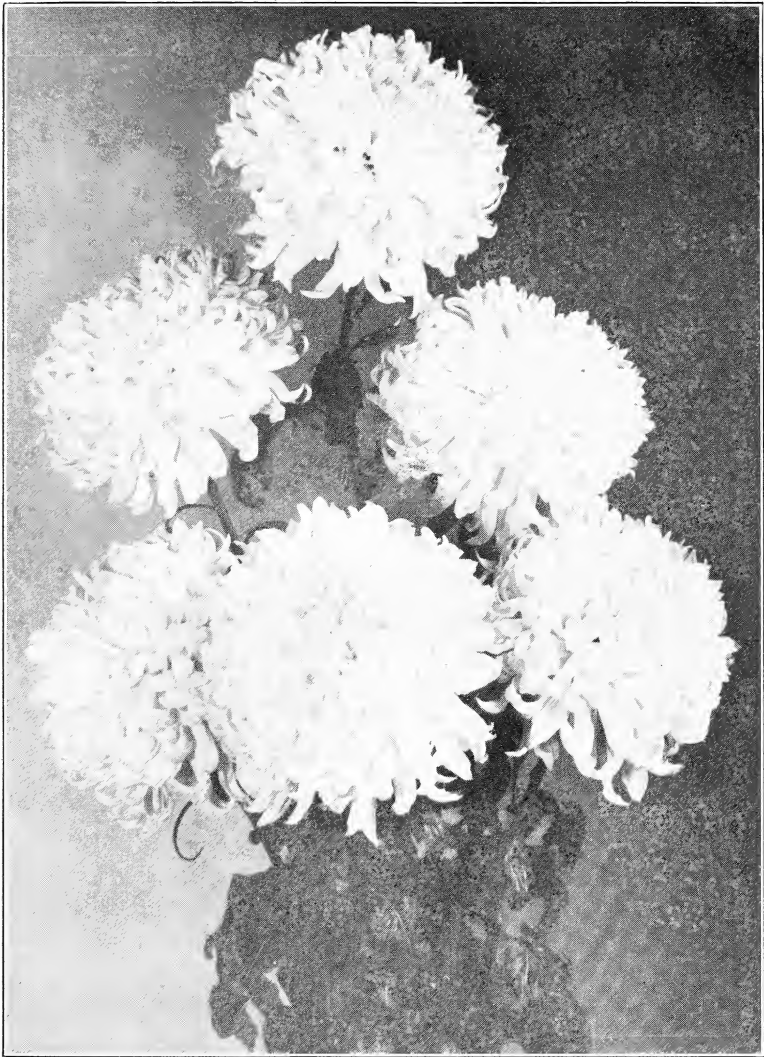
Deliveries to begin about February 15.

Five plants of a variety at ten; twenty-five at hundred rate.



**TOWANTIC**—An excellent pure white of fine incurved form, maturing for Thanksgiving and later. Owing to its rather tall growth, we do not advocate planting before the third week in June or later. Those benched July 10th were  $3\frac{1}{2}$  feet high. Easy to propagate. Has good stem and foliage. A fine white to follow White Surprise. Do not reserve bud before September 15th. C. S. A. Certificate.

Price 75 cents each; \$6.00 per ten; \$50.00 per hundred.



**SMITH'S PEERLESS**—The buds of this variety begin to show color by the end of October and the blooms are sufficiently advanced for Thanksgiving use or they may be allowed to remain until fully developed which occurs from the 5th to the 15th of December. It keeps well when stored and may be saved for Christmas sales. Color, white with a slight creamy cast. Has wonderful substance. Petals look and feel like wax. Reserve bud September 20th and later.

Owing to the frequent delays in delivery by Parcel Post we will not adjust claims from this cause. Purchasers must be responsible.





Planted June 20th. Buds selected September 20th to 25th. Height  $3\frac{1}{2}$  feet.

The above illustration shows a bench of 400 plants of Smith's Peerless which produced 800 blooms from  $5\frac{1}{2}$  to 6 inches in diameter. They were photographed December 1st and cut December 6th.

We have a large stock of this variety, hence are giving our patrons an opportunity to secure this meritorious novelty at a low price. All interested in a good, late white should avail themselves of this offer.

50 cents each; \$4.00 per ten; \$30.00 per hundred.

### Chrysaline The Ideal Plant Food

#### Unequaled for Producing Lusty Chrysanthemums

A complete Chemical Fertilizer, perfectly soluble and contains the same constituents as those incorporated in manure, supplying proper quantities of nitrogen, potash and phosphoric acid, which are the most important elements conducive to plant life.

Stable manure contains less than 2 per cent, while Chrysaline contains 65 per cent actual plant food.

The analysis given by the State Chemist is as follows: Nitrogen, 16.8%; Potash, 20.8 per cent; phosphoric acid, 24.4 per cent; total, 62 per cent available plant food.

The advantages of Chrysaline over other manures are: It is clean, has no offensive odor, is soluble and thus easily prepared, is immediate and permanent in its effects, so highly concentrated that it is the cheapest, saves time and labor, and gives accurate results.

Samples of 14 ounces, prepaid by mail, \$1.00.

Larger quantities will be furnished as follows:

Five pounds, \$4.00; Ten pounds, \$7.50; Twenty-five pounds, \$15.00; Fifty pounds, \$25.00. F. O. B. Adrian.

One ounce is sufficient for ten gallons. Full directions accompany each package.

Prepared and Sold Only by  
ELMER D. SMITH & CO., Adrian, Mich.

## INTRODUCTIONS OF 1923.

**DECEMBER GLORY**—An excellent commercial variety maturing from the 1st to 10th of December. A seedling from December Gem. Pure white incurving petals throughout so as to be perfectly spherical in form. Flower 6 inches in diameter. Fine stem and foliage. Height 5 feet from June 15th planting. The best white we have produced for late flowering. Secure bud September 30th.

Those desiring a pure white, closely incurved and maturing after Thanksgiving should give this variety a trial.

50 cents each; \$4.00 per ten; \$35.00 per hundred.

**GOLDEN KING**—A beautiful yellow of the finest incurved form producing massive blooms about the same shade as Adrain's Pride or Sunbeam. Maturing November 15th to 25th. Excellent stem and foliage. Height 4½ feet. One of the best for late football games. May be used just prior to Thanksgiving or held for that occasion.

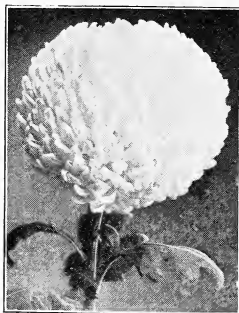
50 cents each; \$4.00 per ten; \$35.00 per hundred.

**ROSA RAISA**—A wonderful light rose of an even shade throughout with perfect incurved form. A strong upright stem with foliage larger than the average. Matures November 15th and can be held for Thanksgiving. One of the very best commercial varieties we have produced in recent years. Select bud September 20th. Height 4½ feet.

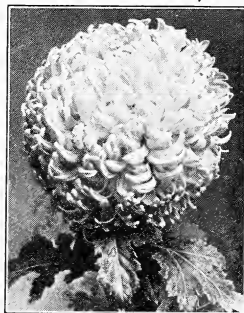
50 cents each; \$4.00 per ten; \$35.00 per hundred.

**SUNGOLD**—An intense yellow rivaling Marigold in color and maturing December first and later. A prodigy of Sunbeam with strong upright growth. Brightest late yellow we have ever offered. Later than Adrian's Pride. Height 4½ feet. Select bud September 30th and later. This variety will produce two 6" blooms to the plant. May be used for Thanksgiving and later.

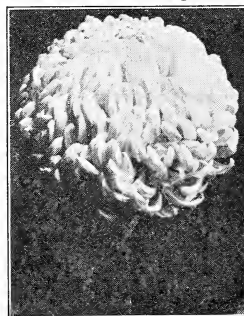
50 cents each; \$4.00 per ten; \$35.00 per hundred.



December Glory



Golden King



Rosa Raisa



Sungold

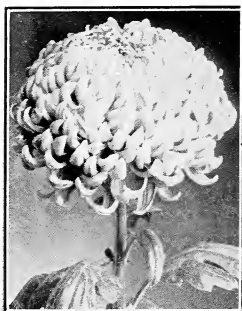
## INTRODUCTIONS OF 1922.

Plants from 2¼-inch pots: 25 cents each; \$2.00 per ten; \$15.00 per hundred.

Five plants of a variety at ten; twenty-five at hundred rate.

**ADRIAN'S PRIDE**—Is as bright a yellow as Marigold, maturing November 20th to 30th. Fully double from buds selected September 30th. Four feet high from June 20th planting. Excellent stem and foliage although not incurved, is of a perfect globular form. We have no hesitancy in endorsing this variety for Thanksgiving use or to replace Golden Chadwick.

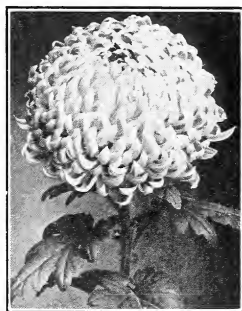
**WHITE PERFECTION**—A white sport from Rose Perfection, usually showing a faint pink shading but identical with its parent in other respects.



Rose Delight



Adrian's Pride



Pink Treasure

## NEW AND SCARCE VARIETIES

The following varieties are either new, scarce or difficult of propagation, which conditions govern the price.

Not less than five plants of a variety at ten; twenty-five at hundred rate.

**DECEMBER QUEEN**—(Introduced by us 1917.) Latest large yellow, maturing from November 25 to December 10. Early buds should be avoided, and thus improve both the bloom and stem. Of unusual size considering its lateness. Height, 4 feet. Date of bud, October 5.

Price 15 cents each; \$1.20 per ten; \$10.00 per hundred.

**ORANGE QUEEN**—(Introduced by us 1921.) Admired by everyone and coming at Thanksgiving time, its color is in keeping with the season. Habit dwarf, 3 to 3½ feet from June planting; short jointed; dark green foliage, extending up close under the bloom. Loosely incurved form, maturing November 20th from September 10th buds. When treated as an exhibition variety, securing a bud the first of August, it produces a wonderful flower, although there is some loss of color.

25 cents each; \$2.00 per ten; \$15.00 per hundred.

**PINK TREASURE**—This variety possesses remarkable substance as well as a hard, wiry stem. Color, a pleasing shade of pink of medium intensity. Incurved form, six inches in diameter; small foliage. Maturing November 15th to 25th. Height three feet. Reserve bud September 20th.

Price, 40 cents each; \$3.50 per ten; \$30.00 per hundred.

**ROSE DELIGHT**—Color of the opening buds a deep rose pink, which softens at maturity to a very pleasing shade. Finest incurved form, maturing October 20th. Is a seedling from Tiger and possesses the same good qualities, namely: Excellent keeper, either upon the plant or cut, and produces none or few cull blooms, and medium to dwarf in growth. If it were two weeks earlier would feel the question of a good early pink had been solved. Select bud September 5th and after.

Price, 40 cents each; \$3.50 per ten; \$30.00 per hundred.

## STANDARD VARIETIES

## EARLY

To secure early flowers it is of the utmost importance that they be planted early. Good strong plants from 3-inch pots benched in May give satisfactory results. In case the buds are not formed at the date given reserve the first that appears thereafter.

Plants from 2¼-inch pots: 12 cents each; \$1.00 per ten; \$8.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

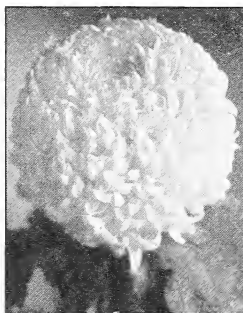
**CHRYSOLORA**—(Introduced by us 1911.) The best yellow for early October. Fine incurved form with perfect stem and foliage. Height 4 feet. Date of bud, August 15.

**EARLY ROSE**—(Introduced by us 1916.) Rose color, as the name implies, of a very pleasing shade; incurved form, excellent stem and foliage. Height, 3 feet. Date of bud, August 20.

**GOLDEN GLOW**—(Introduced by us 1908.) Bright yellow; good stem and foliage. Blooms may be had from August 15 to October 20, if planted in succession and first bud secured. Height 3½ feet. Date of bud July 10.



Golden Queen



Smith's Imperial



Smith's Advance

**GOLDEN QUEEN**—(Introduced by us 1915.) A fine yellow, maturing between Golden Glow and Chrysolora. Perfect incurved form. Double from any bud. Height 3½ feet. Date of bud, August 10.

**OCONTO**—(Introduced by us 1914.) Very popular as an early mid-season white. The large blooms are produced on strong upright stems. Height, 4 feet. Date of bud, August 25.

**PACIFIC SUPREME**—(Introduced by us 1908.) Pink intermediate between Pacific and Wm. Duckham, and is sufficiently permanent to permit of full development without loss of color. Height, 3½ feet. Date of bud, August 20.

**SMITH'S ADVANCE**—(Introduced by us 1911.) May be had from August onward, according to date of planting and securing of bud. The earliest large-flowering white. Height, 3½ feet. Date of bud, July 5.

**SMITH'S IMPERIAL**—(Introduced by us 1917.) Undoubtedly the best incurved white to follow Smith's Advance. Dwarf habit with excellent stem and foliage, maturing October 20. Height 4 feet. Date of bud, August 25.

**SMITH'S SUBLIME**—(Introduced by us 1920.) The chief merits of this variety are its soft shade of pink and its early maturity, being ready to cut by the end of September. It is important to secure a bud early in August as it is inclined to be single from a late bud. Three and one-half feet high from May planting.

**SUN GLOW**—(Introduced by us 1919.) A bright yellow of the Maj. Bonaffon type, producing a high percentage of perfect blooms about October 25. Select buds August 15 onward. Height, 3½ feet. Date of bud, August 15.



Unaka



Sun Glow



Smith's Sublime

**UNAKA**—(Introduced by us 1911.) Owing to large size and early flowering, this is one of the foremost pinks. The essential part is to plant early and secure the bud the first week of August, which would give blooms the first week of October. Late buds produce thin, small flowers. Height, 4 feet. Date of bud August 5.

### MID-SEASON

Plants from 2¼-inch pots: 12 cents each; \$1.00 per ten; \$8.00 per hundred.

Not less than five of a variety at ten; twenty-five at hundred rate.

In giving the height of mid-season varieties we have based our estimate on good, strong plants, benched June 15th. In favorable seasons some of the varieties will perfect blooms a few days before November 1st, and as climatic conditions have much to do with flowering season, the figures given must not be considered infallible.

**BETSY ROSS**—(Introduced by us 1918.) Undoubtedly this is one of the finest whites yet produced from the commercial growers' point of view. Its perfect incurved form, purity of color and sturdy upright growth are qualities most essential. It produces a very high percentage of perfect blooms regardless of the date of planting, and thus can be likened to Ivory and Tiger as being invincible. Matures about November 5. Height, 4 feet from June planting. Date of bud, August 25.

**CHAS. RAGER**—A pure white incurved and while it is surpassed by many of the newer kinds, yet it is still in demand among certain growers. Height, 4 feet. Date of bud, August 20.

**CHIEFTAIN**—One of the most popular pinks among the growers, owing to its ease of propagation, sturdy growth, and pleasing color. Matures from the end of October to the first of November. Height, 3 feet. Date of bud, August 30.

**JOSEPHINE FOLEY**—(Introduced by us 1916.) An exceptionally fine white; pure in color; strong in growth and stem, maturing early mid-season. Height, 4 feet. Date of bud, August 25.

**J. W. PRINCE**—Those who fail to secure sufficient pink in Chieftain should consider this dark pink sport from this variety.

**MIDNIGHT SUN**—(Introduced by us 1918.) Those desiring a bright or deep yellow should not overlook this variety. It has no equal in its class. Fine incurved form. Stem and foliage excellent, maturing November 1. Owing to its dwarf growth it should be planted early in June to get sufficient length of stem. Height, 2½ feet. Date of bud, September 20.

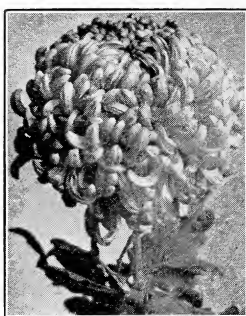
**PATTY**—A beautiful Enchantress pink, which is permanent in color. Vigorous grower, yet of dwarf habit. Height 2½ feet. Date of bud, August 25.

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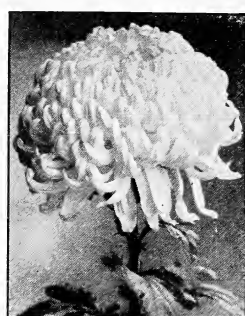
Always refer to the order number which appears on the acknowledgement in all correspondence referring to an order already placed. This will enable us to locate the order with little difficulty and make any changes or corrections desired.



Josephine Foley



Midnight Sun



J. W. Prince

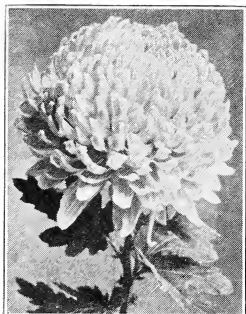
**RICHMOND**—Bright golden yellow, of perfect form, fine finish and unsurpassed among commercials. Height, 4 feet. Best bud, August 25.

**ROMAN GOLD**—(Introduced by us 1911.) An intense yellow, maturing November 1 to 10. Perfect stem and foliage, and easy to manage. From late buds they show a bronzy tint. Height, 4 feet. Date of bud, August 25.

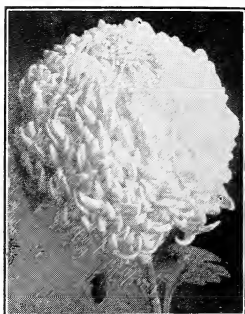
**ROSE PERFECTION**—(Introduced by us 1920.) A seedling from Chieftain, is brighter and more constant in color. Can remain uncut after full maturity without impairing its beauty. An easy propagator, maturing the first week in November. Bud about September 10.

**TIGER**—(Introduced by us 1916.) There is no yellow which possesses so many points of excellence, especially for those who cannot give the highest state of cultivation. It is always double with very sturdy stems; a good bright yellow regardless of date of planting or when the bud is selected. Height, 3½ feet from June planting. Date of bud, September 5.

**WHITE CHIEFTAIN**—A sport from the well-known variety Chieftain, and is identical in every way except its color. Height, 4 feet. Date of bud, August 30.



Rose Perfection



Betsy Ross



Tiger

### LATE

Some of the late varieties mentioned will perfect flowers by November 10th, if early buds are secured and the season is favorable. On the other hand they may be retarded by planting late and securing late buds.

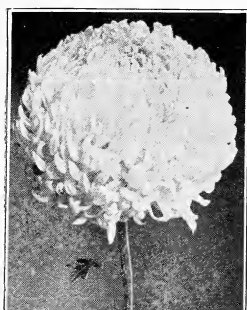
Plants from 2¼-inch pots; 12 cents each; \$1.00 per ten; \$8.00 per hundred.

Not less than five of a variety at ten; twenty-five at hundred rate.

**DECEMBER BEAUTY**—(Introduced by us 1920.) Fully developed December 10 to 15, continuing until Christmas and after from buds selected September 30 to October 10. Avoid early buds, as the late ones give the best blooms. Of the best incurved form; white with light pink shadings which are more pronounced at the center of the bloom. 3½ feet in height from June planting.

Read terms of sale before making order.

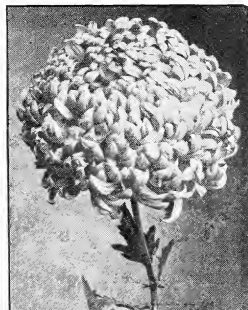
**DECEMBER GEM**—(Introduced by us 1911.) This variety blooms from the last of November to the middle of December, according to date of buds. White with a slight pink tinge. Ball-shaped. Very stiff, wiry stem. Height 3½ feet. Date of bud, September 25.



December Beauty



December Queen



Loyalty

**DR. ENGUEHARD**—Bright rose pink, double from either bud; while those from the late buds are somewhat smaller, they are greatly improved in color. Height, 4 feet. Date of bud, September 5.

**EDWIN SEIDEWITZ**—A beautiful late incurved; bright pink, maturing from Thanksgiving to early December. Height, 5 feet. Date of bud, September 5.

**GOLDEN MISTLETOE**—Owing to its lateness, this variety is valuable to the commercial grower. A light yellow sport from Mistletoe. Height, 4 feet. Date of bud, September 30.

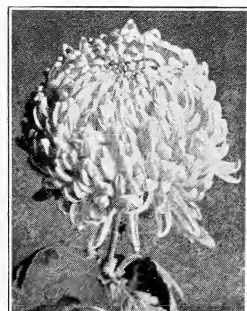
**HARVARD**—(Introduced by us 1912.) Reflexed form; very dark crimson. In perfection November 15 or later. Double from any bud. Height, 5 feet. Date of bud, September 30.

**HELEN FRICK**—(Introduced by us 1904.) A fine, late, dark pink. Incurved form; excellent stem and foliage. Height, 3 feet. Date of bud, September 10.

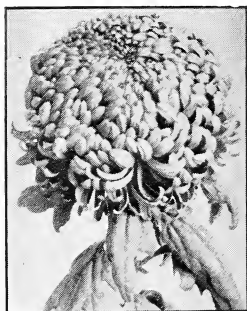
**LOYALTY**—(Introduced by us 1919.) Naturally late flowering. Buds selected September 10 to 20 will produce a very uniform crop November 25. Color, bright yellow. A sure yellow for Thanksgiving. Height, 4 feet. Date of bud, September 15.

**MAJ. BONNAFFON**—This variety is probably grown in larger quantities than any other. Is a fine yellow, easy of cultivation, and the finest incurved form. Height, 3½ feet. Date of bud, September 10.

**MISTLETOE**—Blush white; strong upright growth. One of the latest. Not ready to cut until December. Height, 4 feet. Date of bud, September 30.



Sunbeam



Orange Queen



White Surprise

**PINK MISTLETOE**—A pink sport from Mistletoe, which will become a popular pink among commercial growers, owing to its lateness. It may be had for Christmas and after by planting the end of July or first of August, and if kept in good growing condition will attain three feet in height. Best date of bud, September 30 to October 15.

**SUNBEAM**—(Introduced by us 1920.) A seedling from Odessa, of a brighter shade of yellow, maturing for Thanksgiving and later. Fully double from buds selected from September 10 to 30. Strong grower, attaining a height of 4½ feet from June planting.

**TEKONSHA**—(Introduced by us 1915.) A splendid large bronze for Thanksgiving, coming just right for this event. Strong upright growth. Height, 3½ feet. Date of bud, September 10.

**VICTORY**—(Introduced by us 1919.) Buds selected September 10 mature the second week of November, but we prefer to pinch or stop the plants about September 1, reserving the strongest break, which will form buds about October 1, producing flowers after Thanksgiving. An incurved of the purest white. Height, 3 feet. Date of bud, September 30.

**WHITE HELEN FRICK**—(Introduced by us 1910.) A very desirable, late white. A sport from Helen Frick. Height, 3 feet. Date of bud, September 10.

**WHITE SEIDEWITZ**—A white sport from E. A. Seidewitz, and as it flowers at the same time, is a valuable addition to the late-flowering section. Height, 5 feet. Date of bud, September 5.

**WHITE SURPRISE**—(Introduced by us 1921.) White as the name implies. We are certain this variety will become a peer among the Thanksgiving white, occupying the same exalted place as Betsy Ross among the mid-season. The growing plants are red-stemmed with wonderful tenacity when mature, and small, dark green foliage. Four to 4½ feet, maturing November 20 from buds selected September 20.

## Smith's Revised Chrysanthemum Manual

(Fifth Edition)

By ELMER SMITH

Who has made a specialty of Chrysanthemum Culture  
for the past Thirty Years

This booklet treats the subject in a concise yet lucid manner, covering the whole work from the care of stock to the staging of blooms.

Several new features have been added, including full description of and the best remedies for the new pest known as chrysanthemum midge. Our new methods for controlling leaf tyer are the most practical. These additions alone are worth the price of the book to every grower interested.

The best work on American Chrysanthemum Culture. Both amateur and florist have been provided with articles for their special needs.

75 CENTS, POSTPAID

In 1889 Elmer D. Smith & Co. began the improving of varieties from hand-pollenized seeds, the following year introduced their first novelty, and each subsequent year their creations have occupied the most prominent place among the world's product.



## POMPONS

Pompons are becoming more popular year by year, being especially desirable for pot plants, and lend a distinctive grace and beauty to floral decorations of all kinds.

## NEW POMPONS FOR 1924



Felice



Rowenna

**FELICE**—A pompon of exceptional merit. Color, orange very similar to that of Orange Queen. Petals broad, cupping or incurved forming a high rounded flower 2" in diameter, 2 feet high. Matures Nov. 12th to 20th.

50 cents each; \$4.00 per ten; \$30.00 per hundred.

**ROWENNA**—A late pompon maturing for Thanksgiving and later. About ten days later than Clorinda. The color is a medium shade of bronze. Strong growth.  $2\frac{1}{2}$  to 3 feet high.

50 cents each; \$4.00 per ten; \$30.00 per hundred.

**GOLDEN NYMPH**—Unquestionably the latest pompon known at the present time. First flowers cut December 11th and many sprays still in bud. Can easily be had for Christmas as it matures with us three weeks later than Christmas Gold. Belongs to the baby or button type. Color, bright yellow. Flowers,  $1\frac{1}{4}$ " in diameter. Height,  $2\frac{1}{2}$  ft. 50 cents each; \$4.00 per ten; \$30.00 per hundred.

## INTRODUCTIONS OF 1923

Plants from 2¼-inch pots: 25 cents each; \$2.00 per ten; \$15.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

**IRENE**—True pompon type, 1 to 1¼-inches in diameter. Color, pure white, maturing with Uvalda, October 18th and 20th. Upright wiry stems. Three feet high.

**ERMALINDA**—Color, old rose with silvery sheen which is enhanced under artificial light. One and three-quarters inches in diameter. Strong, upright growth, 3½ feet high maturing October 25th. Fine form and very double.

**CORA PECK BUHL**—Somewhat resembles Golden Climax in growth and form of flowers. Is deepest in color of all the yellow pompons and is yellow in any light. For comparison, is brighter than Sunglow of the large flowering section. Three and one-half feet high. Ready to cut October 25th.

**BRONZITO**—Very double, perfect-formed flowers with dahlia-like petals, which are red within and old gold reverse, the combination producing a bronzy effect. Has wonderful keeping qualities. Height, 3 feet. Matures November 15th.

**EL RENO**—Color, golden bronze similar to that of Adironda but much later, maturing November 25th. Just right for Thanksgiving. Excellent stem and foliage. Height 2½ feet. Flowers 1½ to 2 inches in diameter. A seedling from Christmas Gold.



**YULETIDE**—The latest and best white pompon known up to the present. Color, purest paper white and does not mature until December 5th to 10th. A seedling from Christmas Gold but more dwarf in growth. Height 3 feet from plants benched June 20th, possessing an unusually stiff stem. In our judgment it is most satisfactory when the center or crown bud is removed and each lateral growth is disbudded thus producing a spray with five to eight flowers from 2 to 2½-inches in diameter. This variety is also an excellent pot plant especially when disbudded and does not mature until December 10th—12 inches in height above pot. Everyone interested in late pompons will eventually grow this one.

## ORDER EARLY

We have never been able to meet the demand, and while we have 100,000 stock plants in prime condition for propagation, yet we predict a shortage during the heavy shipping season. Order early and avoid disappointment.

## STANDARD VARIETIES

Plants from 2¼-inch pots: 12 cents each; \$1.00 per ten; \$8.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

**ADIRONDA**—(Introduced by us 1918.) The best early golden bronze. Of the true button type, maturing October 15.

**CLORINDA**—(Introduced by us 1910.) Semi-dwarf, producing erect sprays of an even shade of bronze. A good variety for Thanksgiving.

**EDINA**—(Introduced by us 1918.) Beautiful rose pink, maturing October 15. Strong, upright growth. One of the best.

**FAIRY QUEEN**—A delightful, deep Enchantress color, of medium size, round and full.

**FIRE BIRD**—(Introduced by us 1920.) While not extra early, this is the best early red we have seen, maturing the last week of October. Color, very bright, strong, upright growth and productive. We unhesitatingly recommend this for those desiring early red Pompons.

**FRANCIS HUCKVAL**—A mid-season white pompon described as an improvement on Queen of Whites. No doubt this variety will be a valuable addition to the white pompon list owing to the scarcity of this color. Height 2½ feet.

**FRANK WILCOX**—(Syn. Mrs. Beu and Souv. d'Or.) Golden bronze of special merit for those desiring late Pompons.

**GOLDEN CLIMAX**—A very pleasing shade of bright yellow; medium size and height.

**ILLONA**—(Introduced by us 1915.) A rosy lavender much the same as Western Beauty, but produces larger sprays, hence is more profitable. Flowers large; height medium. November 10.

**KLONDIKE**—Brilliant yellow; compact blooms of medium size.

**LA PURITE**—A beautiful pure white, maturing about October 20.

**LEILAH**—(Introduced by us 1919.) An early rose pink of exceptional merit. Cannot be too highly endorsed. Ready to cut October 15. Strong sturdy growth.

**NEOLA**—(Introduced by us 1915.) Light pink, strong, dwarf. Requires very little tying. Large, maturing November 15 to 25.

**NIZA**—(Introduced by us 1915.) Delicate pink and the earliest of this color, maturing October 10th. Those desiring early Pompons should secure this variety; medium sized flowers. Dwarf.

**NORDI**—(Introduced by us 1916.) A pure white Pompon, maturing November 10 to Thanksgiving. Seven to eight medium sized flowers to the spray with strong wiry stems.

**OURAY**—(Introduced by us 1919.) Dark mahogany brown, maturing October 20. Flowers, medium size; stem wiry.

**QUINOLA**—Clear orange yellow; excellent form and good size. The best late yellow.

**UVALDA**—(Introduced by us 1919.) The earliest white, maturing October 10. Sometimes shows slight shade of pink when first opening, but becomes pure white.

**ZORA**—(Introduced by us 1915.) An early bright yellow, maturing October 15 to 20; nice large sprays. This is the earliest good yellow Pompon we know of.

## NEW POMPON OF THE BABY OR BUTTON TYPE

## INTRODUCTION OF 1923

**ETHEL**—A bright red Baby Pompon. Gorgeous in color, free flowering, and ready October 25th. Height 2 1-2 feet. It is also exceptionally fine when grown as a pot plant.

Plants from 2¼-inch pots: 25 cents each; \$2.00 per ten; \$15.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

## STANDARD VARIETIES

In addition to being well adapted for cutting, they are dwarf and admirably adapted to pot culture, making exceptionally fine plants, either for home decorations or for the outer row of large exhibition groups. Potted in June and stopped several times they may be had from 8 to 16 inches in height from soil. We especially recommend these for this purpose.

Price 12c each; \$1.00 per ten; \$8.00 per hundred.

Not less than 5 plants of a variety at ten; 25 at hundred rate.

**BABY DOLL**—(Introduced by us 1920.) The size of Baby, maturing October 25; of the freest flowering habit. Light yellow with slight bronzy tinge which disappears when fully developed. The most dwarf of this collection. When potted in June and stopped occasionally will give plants 8 to 10 inches high.

**BILLIE BURKE**—(Introduced by us 1921.) Partakes of its pollen parent Florinda in upright growth and freedom of bloom. Perfect rounded form, one inch in diameter. Of a beautiful golden bronze, maturing for Thanksgiving. The best late bronze of this section.

**BRIGHT EYES**—(Introduced by us 1920.) As the name implies each flower has a bright eye. As the outside petals unfold they are bluish-white and the unfolded petals showing the reverse side, present an orange apricot. This distinction in color disappears as the flower becomes fully developed. This variety is not as free as Baby Doll, but if stopped several times will make excellent pot plants. In perfection October 25.

**BUENA**—(Introduced by us in 1919.) Very small flowers, which are produced in large well-formed sprays. Color, golden bronze. Cannot be too highly recommended to those desiring small mid-season Pompons.

**BUTTON ROSE**—(Introduced by us 1920.) A deep rose color, having a resemblance to the old rose of this name; of very dwarf habit and exceptionally well adapted for pot plants. Matures about the first week of November.

**CHRISTMAS GOLD**—Late flowering, very bright yellow, producing flowers one inch in diameter and does not reach maturity until December.

**CLARE**—(Introduced by us 1922.) This variety possesses wonderful keeping qualities and while it is ready to cut by November 15th, it will retain its freshness to the end of the month. Very free flowering and of the purest white.

**CRISTA**—(Introduced by us 1922.) A sulphur yellow Baby Pompon, very free flowering. One inch in diameter. Matures November 1st. Height 2½ feet.

**DAINTY MAID**—(Introduced by us 1922.) The most perfect of all the Baby Pompons, both in form and fullness. Color, a pearly white. 2½ feet high. Matures November 1st.

**DOROTHY GISH**—(Introduced by us 1921.) The smallest white Pompon known, the size of the original "Baby." Pure white, one-half to five-eighths of an inch in diameter. Stems upright and wiry. Matures November 10 to 15.

**FRANK WILCOX JR.**—(Introduced by us 1920.) Being the same color as Frank Wilcox, (also known as Mrs. Beu) an orange bronze, less than half its diameter, flowering middle of November and later, also of the same dwarf habit, are the characteristics, which suggested the name. It has excellent keeping qualities and may be easily held for Thanksgiving use.

**HILDA CANNING**—A very attractive bronze of the small flowering section. One of the best of this type.

**LITTLE TOT**—(Introduced by us 1920.) A pale rose pink of a very pleasing shade, ready to cut the first week of November. All the side breaks flower freely and simultaneously, thus producing long attractive sprays.

**MARY PICKFORD**—(Introduced by us 1921.) Of most perfect form; outer petals reflex at maturity nearly to stem, forming a perfect ball. Pure white one inch in diameter; medium height; stiff stem, maturing November 1.

**MARGUERITE CLARK**—(Introduced by us 1921.) Rose pink, one inch in diameter, maturing November 5. Three and one-half feet high; very free-flowing; loose and very graceful sprays.

Our knowledge of all that pertains to Chrysanthemums is at your disposal—it is free for the asking.

**VIVIAN MARTIN**—(Introduced by us 1921.) The first Baby Anemone presented to the chrysanthemum world. A novelty in the fullest sense. Outer or ray petals creamy pink; center yellow. Medium height; fine stem and maturing Thanksgiving and after. One inch in diameter.

**WHITE MIDGET**—(Introduced by us 1920.) Of the purest white, somewhat larger than Baby, maturing the first week of November and of dwarf habit. The flowers are well distributed, thus exceeding in gracefulness those kinds which are so compact as to form dense heads or clusters.

## POMPONS SUITABLE FOR DISBUDDING

This section consists of varieties resulting from crossing the large-flowering type with the Pompons. In most instances they are not very suitable when grown naturally to sprays as the flowers are arranged so compact as to detract from the gracefulness, which has made Pompons so popular.

They are more serviceable when the plants are permitted to make several growths and then disbudded to produce one bloom each. This course gives very perfect formed flowers, as is shown by the illustration.

In addition to Pompons for this purpose, there are several of the Anemone varieties, which may be greatly improved by this treatment. The most serviceable are Pomona, Sunshine and Izola. The last named is also excellent when grown naturally to sprays.

This type is becoming more popular each year. Our experience teaches us that many persons are very partial and go into raptures over these precise forms.



## INTRODUCTION OF 1924

### NARADA

This variety we intended to disseminate the spring of 1923 but owing to limited stock found it impracticable. It was certificated by the C. S. A. and is worthy of everyone's consideration. When grown naturally, the flowers are too compact and for that reason should be disbudded to show their perfect form. Flowers are 3" in diameter and of a very pleasing shade of light yellow. Height 2½ to 3 ft. Must be seen to appreciate its beauty. 50 cents each; \$4.00 per ten; \$30.00 per hundred.

## STANDARD VARIETIES

Plants from 2¼-inch pots: 12 cents each; \$1.00 per ten; \$8.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

**ADELPHIA**—(Introduced by us 1922.) This will undoubtedly supercede such varieties as White Doty and Mariana. Color, white; of perfect ball shape form and greatest substance with good strong stem. Maturing November 1st. Height 3 feet.

**ANGELO**—(Introduced by us 1920.) Light pink, more decided and pleasing in color than Lillian Doty. Dwarf and should be planted by end of May to secure stems 2½ to 3 feet long. For pot plants should be potted middle of June and stopped twice. Will not exceed 16 inches in height, producing six to twelve perfect blooms, and for this purpose surpasses any of the Caprice family.

**COMETO**—(Introduced by us 1919.) A seedling from Lillian Doty and is admirably adapted for disbudding. Color, dark rose shaded magenta, very symmetrical in form—strong upright stem.

**JULIANA**—(Introduced by us 1918.) Yellow, strong upright growth, maturing October 22. Height 3½ feet.

**LILLIAN DOTY**—Flowers beautiful shell pink. Strong, upright growth.

**MIMICO**—(Introduced by us 1918.) Lavender seedling from Lillian Doty, maturing October 22. Height 3½ feet.

**MIRAMAR**—(Introduced by us 1918.) A fine bronze, maturing October 25. Height 3½ feet. Fine form.

**MUSKOKA**—(Introduced by us 1921.) While rather large, yet is best adapted to the purpose of disbudded Pompons. Golden bronze, upright growth, producing six to ten flowers to the plant. 3½ to 4 inches in diameter. One of the most double varieties we have ever raised. Matures November 10. 3½ feet high.

**WANDA**—(Introduced by us 1918.) Large white, maturing October 22. Height 3½ feet.

**WHITE DOTY**—Sport of Lillian Doty. Identical in every respect except color, which is pure white.

## POMPONS FOR POT CULTURE

### INTRODUCTION OF 1924



**NADIA**—A very dwarf pompon anemone especially adapted to pot culture. The bright yellow flowers which are freely produced are 1½" in diameter. It is an excellent keeper either on the plant or cut. Matures Nov. 20th or later and may be held for Thanksgiving when good pot plants are scarce.

Price 50 cents each; \$4.00 per ten; \$30.00 per hundred.

## STANDARD VARIETIES

Those interested in pot plants, either for exhibition or commercial use, should give this section a trial, as they produce very dwarf and symmetrical plants.

Pompons being so free flowering, they are especially adapted to pot culture, and as those of dwarf growth are most serviceable, we are certain of their commendation.

Plants from 2¼-inch pots, 15 cents each; \$1.20 per ten; \$10.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

**ANOKA**—(Introduced by us 1919.) Pure white with dark green foliage. Fifteen inches high from June 20, final potting.

**GILDA**—(Introduced by us in 1922.) Bright orange, maturing October 25th; exceptionally free flowering and very dwarf rigid growth. From July 1st, final potting about 16 inches high.

**KOLETA**—(Introduced by us in 1918.) Salmon pink, 16 inches high from June 20, final potting.

**MITZI**—(Introduced by us 1922.) Dwarf, very free flowering, maturing October 20th. Flowers, medium size, which are yellow, showing a red center during development. 18 inches high from final potting July 1st.

**PIGMY**—(Introduced by us 1920.) Exceptionally dwarf, attaining only 10 to 12 inches when potted in June. Color, light pink, maturing about November 10. High rounded flowers like the disbudded Pompons. Size, 3 inches. Superior to the Caprice varieties as a pot plant.

In addition to the foregoing the following are of dwarf growth, free flowering, which are essential qualifications in the production of plants in pots, for home decorations or general market purposes. Descriptions and prices appear on the preceding pages: Baby Doll, Billie Burke, Bright Eyes, Buena, Christmas Gold, Firebird, Frank Wilcox, Jr., Leilah, Little Tot, Mary Pickford, Ouray, White Midget and Zora.

## LARGER FLOWERING VARIETIES FOR POT PLANTS

The varieties of this section produce flowers from three to four inches in diameter and we consider them more serviceable when each growth is disbudded to one bloom.

Plants from 2¼-inch pots: 15 cents each; \$1.20 per ten; \$10.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

**ANGELO**—For description and price see page 26.

**AUGUST DASSE**—Very solid flower of excellent keeping quality, globular in form; color, intense yellow. Dwarf.

**BRUTUS**—Beautiful shade of bronze, most useful as a specimen plant. Dwarf.

**BUTLER'S CAPRICE**—Sport of Caprice du Printemps. Deep pink. Dwarf.

**GOLDEN GEM**—The best bright yellow for dwarf pot plants maturing November 1st.

**GREYSTONE**—This variety is highly recommended as one of the best for specimen plants. Color, beautiful golden orange. Dwarf.

**KATHLEEN THOMPSON**—A fine crimson. Dwarf.

**LILAC CAPRICE**—Deep lilac. Dwarf.

**PINK GEM**—(Introduced by us 1912.) Light pink maturing November 1st. Dwarf habit. One of the best.

**PURPLE CAPRICE**—Purple. Dwarf.

**WANDA**—For description and price see page 26.

**W. H. LINCOLN**—An old variety, but still sought by some for specimens and late market plants. Yellow.

**WHITE CAPRICE**—White. Dwarf.

**YELLOW CAPRICE**—Clear yellow. Dwarf.

Those desiring a soluble fertilizer especially prepared for the production of the highest grade of Chrysanthemum blooms are referred to "Chrysaline."



## ANEMONES

We recommend disbudding such varieties as Florera, Pomona, Izola, and Sunshine to procure more perfect blooms.

The Anemone flowers consist of one or more rows of flat or tubular ray florets, with shorter quilled or tubular disc florets of the same or a distinct color, and are being grown in sprays for artistic floral arrangements.

### INTRODUCTIONS OF 1923

Plants from 2¼-inch pots: 25 cents each; \$2.00 per ten; \$15.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

**FLORETA**—A companion for Pomona and Izola. Color, light yellow with an exceptionally large cushion which nearly extends to the ends of the ray florets. Very distinct and striking in appearance. Matures November 10th. Best when disbudded. Diameter 4½ inches. Height 3 feet.

**PRIMROSE**—Originated and named by the University of Illinois. Light yellow as the name implies. Dwarf growth. Most serviceable as a pot plant. Matures October 25th.

**PURITAN**—Originated and named by the University of Illinois. Pure white flowers resembling those of The Belle but the growth is more dwarf and stronger stem. Produces large sprays and is also an excellent variety for pot plants. Matures November 1st.

### STANDARD VARIETIES

Plants from 2¼-inch pots: 12 cents each; \$1.00 per ten; \$8.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

**CHESTNUT**—Both ray and disc florets are an even shade of tan color, harmonizing perfectly with reds and yellows; full cushion. 3¼ inches in diameter. 2½ feet high. Matures November 10th.

**COED**—A soft shade of pink with a tinge of yellow at center of cushion. Ray florets reflex more than is usual in this type, 3½ inches in diameter. Three feet high. Matures November 10th.

**GODFREY'S PERFECTION**—Resembles Garza, being the same size and pure white, but is a better shipper, having four or five rows of ray florets instead of one. Matures for Thanksgiving and is one of the best of recent introduction. Dwarf, making excellent pot plants.

**GOLDEN LIDA THOMAS**—A golden sport from Lida Thomas, and like its parent, maturing just right for Thanksgiving. Good in every way. We consider this the best for florists' use.

**GROF. VON ORIOLA**—Color, rose pink. Strong grower with bright green foliage. Disbud.

**INNOCENCIA**—Outer petals pure white. Center pink, shaded yellow. Belongs to the large flowering section and may be grown naturally or disbudded.

**IZOLA**—(Introduced by us 1918.) A true and even shade of amaranth and equally desirable grown in sprays or single stemmed. Three and one-half feet. Matures November 1.

**LAELIA**—Both ray and disc florets a beautiful shade of rose pink. Cushion full. Matures November 1st. Dwarf upright growth. One of the very best, either grown for cutting or as a pot plant.

**LIDA THOMAS**—Small flower, white, two rows of flat petals, center delicate yellow; late.

**MAPLE LEAF**—Like the soft Maple leaf, the color is displayed in the various shades of red and yellow, changing from day to day as development progresses. High rounded cushion. 3½ inches in diameter. Two feet high, being dwarf is well adapted for specimen pot plants. Matures November 10th.

**POMONA**—(Introduced by us 1919.) Form perfect, several rows of ray florets of the purest white with a well-formed cushion; white shading to straw at center. Is most serviceable when disbudded.



**SUNSHINE**—An intense yellow of unusual brightness, maturing from November 15 to December according to date of planting. Flowers are too crowded when grown naturally. Its full beauty is best displayed by disbudding.

**THE BELLE**—Purest white, both ray and disc florets. Matures November 10th. Three inches in diameter. Fine in every respect.

**THE CHIEF**—Light yellow, both ray and disc florets. Three inches in diameter with full rounded cushion. Matures November 10th. Three feet high.

**TITIAN BEAUTY**—Color, bronze with outer petals reflexing showing cushion to best advantage. Disbud.

## SINGLES STANDARD VARIETIES

This section comprises the best varieties for cut sprays and are also useful for specimen plants. Those listed below we consider best.

Price 12 cents each; \$1.00 per ten; \$8.00 per hundred.

Not less than five of a variety at ten; 25 at hundred rate.

**ANNA**—(Introduced by us 1909.) Pure white, belongs to the true single section having but one row of petals. Fine for pot plants.

**CEDDIE MASON**—A fine crimson; long stem; very free.

**DAZZLER**—True single with one row of petals; color, the brightest shade of crimson and does not fade throughout the season. Medium size and free flowering, maturing November 1st.  $3\frac{1}{2}$  feet high.

**DUSKY MAID**—A Thanksgiving single producing fine sprays of large yellow flowers. One of the best late varieties.

**ELSA**—A large white flower borne on long stems making graceful sprays.

**JANE INGALLS**—Bright reddish bronze, illuminated under artificial light. Dwarf. November 10th and later. Excellent as a pot plant.

**KITTY RICHES**—An early pink maturing from the end of September to middle of October. Will be an acquisition for those partial to single varieties.

**MINNESOTA**—A very striking blood red,  $2\frac{1}{2}$  inches across; long slender stem; best red for general use.

**OLD GOLD**—As the name implies a bronzy yellow. It is devoid of red stripes as is often seen, presenting a very even shade of orange; very free flowering. Maturing November 1st.  $2\frac{1}{2}$  feet high. Equally serviceable for cut sprays or pot plants.

**PINK SIMPLICITY**—Belongs to the larger flowering type. Of a clear even shade of light pink. Matures October 25th. Strong upright growth of medium height. One of the best.

**QUEEN**—(Introduced by us 1913.) The best late single white, maturing from Thanksgiving into December.

**SYLVIA SLADE**—Rosy garnet, with white ring around the disc; distinct and good.

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When making order, please state at what date you wish it shipped.  
The date on the shipping tag indicated the date shipment was made.

## EARLY HARDY SECTION

The majority of Chrysanthemums are hardy south of the Ohio River and many are hardy in the northern states, as far as the plant is concerned, but they must flower before early frosts to be of service. The varieties offered below generally flower from the last of August to the 15th of October.

As earliness is very important to those in northern states, we herewith append the dates when color is prominent on most of the varieties.

Normandie, Winnetka, Carrie, and Wolverine, August 20th; Bronze Queen, Cactus, Eden, La Somme, Cranford White, A. Barham, and Alice Howell, the end of September.

### INTRODUCTION OF 1923

**WOLVERINE**—Very early, flowering outdoors with Normandie and Carrie, in this locality about August 20th. A seedling from Normandie but much heavier and stronger stem. Produces large sprays and is also an excellent variety for pot plants. Color bright yellow.

Plants from 2¼-inch pots: 25 cents each; \$2.00 per ten; \$15.00 per hundred.

Not less than five plants of a variety at ten; twenty-five at hundred rate.

### STANDARD VARIETIES

Plants from 2¼-inch pots, 15 cents each; \$1.20 per ten; \$10.00 per hundred.

Not less than five plants of a variety at ten; twenty-five at hundred rate.

**A. BARHAM**—Beautiful orange bronze. Early.

**ALICE HOWELL**—A beautiful shade of orange yellow. Early as well as free flowering. Single.

**BELLE MAUVE**—A mauve pink, free blooming and early. A first-class variety.

**BOSTON**—Strong, upright growth; clear bronze.

**BRONZE QUEEN**—(Introduced by us 1918.) An even shade of Golden bronze. Very free flowering, maturing Oct. 10th. Dwarf; free growth.

**CACTUS**—Fiery terra cotta, shape of a small cactus, very free and effective.

**CARRIE**—(Syn. Glory of Seven Oaks.) Deep yellow, a beauty.

**CHALDON**—Reddish crimson with gold tips. Large flower.

**CHAMPAIGN**—Bright ruby red; wonderfully colored.

**CHAMP D'OR**—Canary yellow; very bushy habit.

**CRANFORDIA**—Exceptionally early; deep bronzy yellow.

**CRANFORD PINK**—Beautiful shade of light pink.

**CRANFORD WHITE**—Purest white; very desirable.

**DOROTHY**—An early snow white, vigorous.

**EDEN**—Bright rose; a beauty disbudded.

**HARVEST HOME**—Deep bronzy yellow; excellent.

**LA SOMME**—Deep mauve pink.

**LE PACTOLE**—Bronzy yellow, large flower; strong grower.

**MRS. D. EMERY**—Style of Le Pactole. Brilliant, chamois pink. Large and distinct.

**NORMANDIE**—One of the earliest and best creamy whites.

**PETITE LOUIS**—Silvery mauve, very robust; one of the best.

**WINNETKA**—(Introduced by us 1914.) Pure white; very free flowering.

Plants that have been several days in transit should be carefully unpacked and placed in tepid water for a few hours to revive them. It is always advisable to shade them for a few days or until they begin to show signs of growing.

## Cultural Directions and General Information

The chrysanthemum, unlike most plants, has its season of growth and flowering period, which is followed by inactivity or a short stage of rest. From the many inquiries, regarding unfavorable results, we submit the following suggestions which may be helpful.

**DEFECTIVE FOLIAGE**—As a general rule, all defective foliage is due to a sudden check, such as: A drouth, over watering, excessive heat or sudden low temperature. Any extreme or adverse condition has a tendency to abate growth for a time and the results of such spells are usually manifest in blighted and blackened foliage.

**DEFORMED FLOWERS**—The foregoing paragraph also applies to cases where flowers are onesided or when the center petals fail to develop. Another cause of imperfect flowers is too liberal a supply of nutriment, either in the form of manure incorporated in the soil or too frequent or strong applications of liquid fertilizers. The more nourishment given, the stronger and more luxuriant the foliage becomes, so that after the buds are selected a continuance of such treatment is in excess of their needs, and the petals just forming are often destroyed or injured. Better results will follow by the use of a moderate amount of fertilizer during the growing season. All applications at this time should be light at first, gradually increasing until the maximum is reached at the time the buds begin to show color.

**WATERING**—To guard against diseases, it is advisable to confine the hours of watering, as far as possible, to the early morning, so the plants will be fairly dry at night, especially from the middle of August onward.

**TIME OF PLANTING**—Early planting increases the strength and vigor of the plants, and should improve the quality of the blooms when all the conditions are equal. Such a course is imperative when early flowers are desired, so that the plants attain sufficient size to permit saving early buds.

**LIFTING PLANTS**—When lifting and potting plants from the open border, see that it is done before the buds appear.

**RESERVING STOCK**—Those who save the old plants for the sake of perpetuating for the next season's use, should (if protected under glass) keep them rather on the dry side and give them all the light and air possible at all times unless severe weather prevents.

**BUD SELECTION**—The earlier the buds are reserved, the lighter the color and the more double the blooms.

If a variety produces single or open centered flowers, the bud was reserved too late. If they are too double and do not open well, the bud was selected too early.

When buds appear a few days prior to the date given in the catalogue, allow all or part of the laterals to remain until the proper time and then remove them. However, if buds show two weeks or more too early, reject them and depend upon the next that appears.

We have endeavored to give the best date for selecting the buds in this vicinity, but these cannot be considered infallible, as climatic conditions have much to do with their development. Cool weather after the buds are selected is most favorable, and there are a few localities where they may be reserved earlier than the dates given; but in the extreme southern states, or wherever summer weather continues well into the autumn, later buds may be preferable. Each grower should acquire this knowledge by experience, keeping a record of each operation for future reference.

### The Kinney Pump

For applying liquid manure, this pump has no equal.

Remember that the water pressure does the pumping and that the flow of liquid fertilizer through the hose, diluted about one-half, is even and continuous as long as the liquid is reasonably clear and there is water pressure behind it.

It will apply from 5 to 15 gallons of liquid fertilizer a minute. There is no waste. You screw the pump to the faucet, attach the suction hose (either one-half or three-fourths inch) to side of opening in pump, using rubber washer to make joint tight, put the end of this hose in the barrel or tank of clear liquid manure. Then attach the **three-fourths inch** discharge hose (one-half inch hose will not answer here.) The liquid manure follows, and will keep coming until the supply in the barrel or tank is exhausted—provided the liquid manure is reasonably free from coarse matter which would clog the pump. \$2.10 post paid.

## LARGER FLOWERING VARIETIES FOR OUTDOOR CULTURE IN THE NORTH

There seems to be a desire for growing larger and better chrysanthemums out of doors in the North and with this in mind, we have decided to make a few suggestions along this line.

North of the Ohio River, it is advisable to either plant in a sheltered position or provide some means of protection against early frost. The chrysanthemum thrives better when grown in full sunlight, hence should be given a southern exposure. Under such conditions the wood ripens earlier thus producing earlier buds and flowers.

For protection a light frame work may be erected and such material as cheese cloth or burlap used to keep off the frost. For protecting the roots over winter, they should be covered with some material to prevent continued freezing and thawing. Evergreen boughs, boards, corn stalks, and leaves may be used for this purpose. Where leaves are used it is advisable to cover them with boards so that they do not become wet and pack so tight as to rot the roots.

It is very difficult to recommend varieties that will survive as much depends on the nature of the soil, the location, and severity of the winters. In a general way, the early and mid-season varieties, pages 16 to 18, are best adapted for this purpose. Many of the early hardy section, page 30, when restricted to a few growths, and each growth disbudded leaving only one bud to each branch, produce very nice blooms about four inches in diameter.

### EXPLANATION OF CATALOG TERMS

**DATE OF BUD**—The best date for disbudding to secure the most perfect bloom.

**DISBUDDING**—The removal of all buds except those desired for future blooms.

**SELECT BUD**—This refers to disbudding and means to remove all buds on the growth but the one to be reserved and allowed to develop.

Those desiring more explicit instructions should avail themselves of Smith's Chrysanthemum Manual, a description of which will be found on page 20.

### VARIETIES PRODUCING LARGEST BLOOMS.

The following 25 varieties grown in 8" pots, under glass, one bloom to the plant and with careful cultivation gave us the largest blooms the past season. They are mentioned in the order of their size in the respective colors. By storing the blooms of the early varieties, they were available for exhibitions occurring Nov. 7th to 25th.

WHITE	PINK	YELLOW	BRONZE
Louisa Pockett	Vermont	Yellow Pockett	Mrs. H. S. Firestone
Alice Burke	Well's Late Pink	J. R. Booth	Nagirroc
Wm. Turner	Mrs. J. Leslie Davis	Odessa	Mrs. E. Kershaw
Ben Wells	Nerissa	Yellow Turner	Cherokee
Silver King	Corneto	Corp. Piper	Glenview
CRIMSON	ANY OTHER COLOR		
Pockett's Crimson	Purple King		
Wm. Vert	Reg. Vallis		
Mrs. G. G. Mason			

This list will be subject to changes from year to year and can in no way be considered infallible in all localities, as climatic conditions and cultural methods employed have marked influence upon the results.

ELMER D. SMITH & CO.

# ORDER SHEET



While we exercise the utmost care in executing all orders to keep our stock true to name, we give no warranty, express or implied, and cannot guarantee or be in any way responsible for the crop, either as to variety or product. If not

accepted on these terms, return the goods at once.—E. D. S. & Co.

## Elmer D. Smith & Co., Adrian, Mich.

FOR INSTRUCTIONS REGARDING THE SHIPMENT OF PLANTS SEE PAGE THREE

DO NOT WRITE IN THIS SPACE

Please Forward by (State whether wanted by MAIL or EXPRESS. If Express, which company.)  
 To \_\_\_\_\_  
 (In Ordering or Writing, always sign name in the same way.)  
 Street P. O. box  
 or Rural Delivery \_\_\_\_\_  
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 County \_\_\_\_\_ State \_\_\_\_\_

	Amount Enclosed	{	M. O. _____ Cash _____ Check _____ Stamps _____	
Date _____		}		

QUANTITY	ARTICLES	PRICE
Give date to be shipped here		
Amount carried forward.		

Inquiries must be Placed on Separate Sheet to Insure Prompt Reply. This Order is sent direct to Shipping Dept.

QUANTITY	ARTICLES	PRICE	
	Amount brought forward,		

# ELMER D. SMITH & COMPANY

## ADRIAN, MICHIGAN

	Total Amount of Order,		

# CHRYSANTHEMUMS

As You Like Them

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*Any Type or Color*

Flowering Period—Early October to Christmas

Elmer D. Smith & Co.

*Chrysanthemum Specialists*

ORIGINATORS AND DISSEMINATORS

ADRIAN, MICHIGAN

*The only firm in America devoted  
entirely to Chrysanthemum Culture*